



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BMK 4140: PRINCIPLES OF TOURISM MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section B.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) A local confectionary has decided to sell its baked goods through website. To ensure that as many people as possible are told about the new store, the marketing communications director is appearing on a noon talk show to offer incentives to people placing orders on the website the first day. Identify and explain **THREE** marketing mix elements to be coordinated in this situation. **(10 marks)**
- b) A current trends in modern marketing is social networking sites. Explain how businesses in the hospitality and tourism industry can use social networking sites to achieve their marketing objectives. **(10 marks)**

- c) Over the years, Wild Waters Theme Park located in Nyali –Mombasa has worked hard to develop and maintain an image of a fun, and friendly entertainment venue for families. Explain the various actions that front-line employees can take to maintain this image. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) List and briefly explain any **FIVE** factors that influence customer behaviour. **(10 marks)**
- b) Describe the **FIVE** steps in tourism consumer buying process. **(10 marks)**

QUESTION 3

- a) Highlight the characteristics of a good market segment. **(5 marks)**
- b) Name and explain **FIVE** philosophies of marketing which have characterized the lead to use of a fully intergrated marketing approach in the modern time. **(15 marks)**

QUESTION 4

- a) Name and describe the different product levels that may exist for leading hotel and explain how as a manager you will use than to create a competitive edge for your establishment. **(10 marks)**
- b) List and explain **FOUR** major types of risk which a tourist may experience while purchasing a tourism service/product. **(10 marks)**

QUESTION 5

Illustrate giving specific examples, how a hotel, restaurant, or coach company can deal with the intangibility, variability, insperability and perishability of the service it provides. **(20 marks)**